

# Impressions. A Journal of Business Making Ideas

*Here you may profit by the experience of others.*

Vol. 4.

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No. 2

**H**ERE are a few suggestions for Fish advertising that may prove interesting to readers of IMPRESSIONS.

Advertising  
Suggestions

Oysters. First and best. \_\_\_\_\_

Fish for Friday and fresh every day. \_\_\_\_\_

Oysters. The new season's best oysters. \_\_\_\_\_

Fish. Now they are prime. Taste and see. \_\_\_\_\_

Salmon. Fine ; delightful for summer eating. \_\_\_\_\_

Lobsters. You are one if you do not order some. \_\_\_\_\_

Fish. Best fish from ocean, lake and stream—fresh ! \_\_\_\_\_

Canned goods. New and fresh—the best obtainable. \_\_\_\_\_

Fish. We're not lobsters. Never pinched anybody. \_\_\_\_\_

Fish. Don't forget the fish for Friday's dinner. Ours are fresh. \_\_\_\_\_

Goldfish. Beautiful, healthy varieties of these charming little pets at a very low price. \_\_\_\_\_

Fish. All that comes to the net is fish—but not necessarily good fish. Blank's fish warranted fresh. Genuine, wholesome brain food. \_\_\_\_\_

Variety and quality. There's plenty of chance to suit your taste here. The best fish of any class you may prefer. Selected, cleaned, delivered, 8c. a pound and an economy. \_\_\_\_\_

All kinds of fish that are good to eat are shipped to us in ice every day. We keep them fresh, clean them nicely, and send you just the kind you want. Try a fish dinner for an agreeable change.

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The biggest fish is not always the best fish. We know how to discriminate between size and quality, and will tell you which is best fish and why it is best. Eat fish, save money, and stimulate your appetite.

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Oysters. There is a splendid oyster crop this year, and that means that you can have better oysters at lower prices than for several seasons. We handle the Blank brand—that's enough to tell people who are posted on oysters.

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Fresh from the waters. Send us an order for a nice fish, and we'll get it to you just as fresh from the water as it is possible to have them. Lake fish, sea fish, oysters, of the most palatable and best varieties, all the time.

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The fish course can be made and should be made one of the most enjoyable features of dinner. It's only necessary to come here and select your fish, and selection is easy with so many good ones at your disposal. You can telephone the order if you prefer.

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A happy individual. It makes you happy to get nice fish, whether you fish for sport or buy for a table. They are nice and fresh when you buy them here. None of the discoloration of the cold storage fish. The natural freshness is what we strive to supply.

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Good to look at, and better to eat. We are getting some unusually nice specimens of fine varieties of fish just now. Better order some today. Lake trout, pickerel, bass, white fish, and other choice kinds. We deliver fish ready dressed, ready for cooking.

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Well preserved. There's no danger of your getting anything but the very freshest fish. We use plenty of ice, so they may stay fresh. We buy of firms where ice is freely used. It's worth while having fish kept as we keep them. Ring us up or send a messenger.

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Fish. Your diet should be varied by the use of fish. You will readily understand how easy it is to have a varied menu when you can buy such a nice line of fish, both dried and fresh, as we are offering. Here are so many varieties, the dried kind so well cared for that they have a delicious taste, as well as the wholesome, natural quality you would desire.



A familiar call. Fresh fish! Fresh fish! But our call means more than fresh fish. When we sell it, you may be sure it's selected, reliable and right. Delivered, cleaned, ready for cooking.

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The cook is pleased when we send you a "mess" of fine fish. They make it easy to get a good dinner. Bass, pickerel, trout, whitefish, mackerel, and other good varieties always here—always fresh.

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The biggest oysters are not always the best oysters, but we handle a variety that combines both qualifications; they're the biggest good oysters in this market. In can or bulk, delivered in any quantity.

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When tired of meat, try fish, and when you are ready for as nice a fish as you ever ate, we are ready to send it to you—nicely dressed and cleaned. Lake trout, black bass, pickerel, whitefish—all fine and fresh.

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The fat of the sea. We're receiving fresh oysters every day now—great, fat, luscious bivalves, in can and bulk. No need to tell you how good good oysters are; and here are good oysters awaiting your order.

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Pure enjoyment. These fish will give you pleasure at meal time. They are the most palatable and stimulating food you could have. They are fresh, pleasing, economical. Delivered, cleaned ready for cooking, 8 cents a pound.

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Fishing's over for the boys this season, but our fishing season runs the whole year through, and we're always "lucky." Pickerel, bass, trout, salmon, whitefish, and other good varieties, are excellent eating just now. We have them.

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The best cook can't make a poor fish good to eat; it depends altogether on the fish. Most any cook can prepare a fish so it is tempting and palatable—if we furnish the fish. Some unusually nice ones just now; what is your preference?

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To fish or not? You may be an enthusiastic fisherman, and then, perhaps, you are not, and easily decide not to fish. In either case you will appreciate the delightful and delectable specimens of the finny tribe we offer you fresh daily.

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Fresh from the sea. Oysters must be fresh in order to be attractive. We see that the oysters are fresh and that you get the very best to be obtained. Just at the start of the oyster season we offer fine selected oysters at a close price. Fish of whatever kind you may choose.

Bake it, boil it, broil it, or fry it. Just so you get the fish here, it will be all right. Lake trout, black bass, fresh mackerel, roe shad, pickerel, all fresh—all fine.

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Fishing is pleasant when you catch fish, but you're more often disappointed than pleased at the results. In buying fish you always find pleasure. We sell the kind that insures pleasant eating.

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We want your order for some of the fine fresh fish we are receiving every day. The best lake fish, the best ocean fish. Cleaned, dressed and delivered anywhere you say. This is a good time to eat fish.

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Frying a fish is not difficult ; neither is buying a fish—if you buy the fish here. We always have the best of the seasonable varieties, and we send them to customers dressed and dainty. Try buying fish here.

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Fish and oysters. All we need to know is that you want a nice fish or some extra fine oysters ; we'll attend to the order in a way that will bring you back for more. Fresh and salt water fish, lobsters and clams.

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Deep sea attractions. In addition to the best fresh water fish, we supply the best of salt water delicacies. Blue fish, mackerel, oysters, lobsters. Whatever you order here is fresh and clean. We know you'll like it.

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We'll show you fish which will satisfy your desire. They are firm, clean and excellent—the products of clear water streams and lakes, so you may be sure of getting no refuse-fed fish. An economy, and pleasing variety in the daily menu.

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Fresh and firm. If you want fish that is of the best quality, remember we provide that kind. Not the cold storage fish that gets stale and spongy, but really fresh, perfectly pleasing fish that makes a satisfactory meal any day or every day.

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Fish and oysters. Sea food to be acceptable must be absolutely fresh and they must taste fresh. The refrigerator cars in which our fish and oysters are brought to us every day coupled with the care we take of them after they get here insure their perfect condition when you get them.

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We stop to tell you of our business so you'll understand all about it. Our fresh and salt water fish have given pleasure to all, and will continue to do so. In addition, we handle oysters in cans, in bulk, or in the shell, crabs, clams, lobsters, and in each case furnish the best the market affords.



Nice and fresh, wholesome and economical. The price of meat makes it economy to use fish. Fresh fish are stimulating and nourishing without giving heat to the blood.

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Make the mouth water. These delicious fish make the mouth water just to see them in their clean and tempting coolness. We prepare the fish ready for your frying pan, and you do the rest.

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A beauty. You want fish that are fresh and attractive. You'll find the best here, because we know where to get the best and take pleasure in selling them to you. Pleasing, fresh, economical, wholesome.

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A quick transfer. It isn't a long process from the fresh water to the frying pan, the way we handle fish. We don't carry the fish for several days. When you get them they are fresh and appetizing, as well as wholesome.

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A fisherman's luck. Sometimes you catch fish—sometimes you don't. Our fish is supplied by those who always have them. They are nice, firm, clean-water fish, and in addition to being fresh, they make pleasing and wholesome eating.

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Don't worry. Why worry about meat when we can give you fresh fish? Just send in your order. We will take care of the rest and provide you with as delicious a dinner as you ever ate. Every day they're fresh. Every one is nice.

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Notice now the fish and the price. When you want an attractive meal you must remember that fish is the cheapest, most desirable, most reliable you can have. A change of menu and change coming to you. Lower than ever, nicer than ever.

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A hurry order. We can furnish you with the best in the fish market on short order. A dozen varieties always on hand in fine, appetizing condition, iced and cleaned, ready to drop into the flour and frying pan, or to roll in bread crumbs and bake.

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For your table. If you want the best fish or oysters any day, send to us. We supply quality the best, and whatever quantity you may desire. There isn't a doubt about the pleasure of a meal when we supply the fish for it. Several varieties, but all of the best.

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Fruit of the hook. The best fish ever landed are those put on the market this year. We have the kind that are firm and fresh. They make an attractive meal in themselves, and are indispensable for the second course of a dinner. Delivered promptly on your order.

We are with you with a complete line of fresh and salt fish for spring. It is not necessary to get fish you can not enjoy at this season because you have no appetite for other meats. So come to us. Our fresh fish are superb.

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First catch the fish. The first requisite for a good fish dinner is to first catch the fish. You won't have any trouble catching a good one here. There's freshness and firmness in the fish we sell and you can have a variety for your choice.

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Fish, oysters and shell fish. These splendid sea foods afford a welcome and beneficial change from the winter's meat diet. Send us an order and we'll delight you with the excellence of the article and the promptness of delivery.

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Deviled dainties. There are many canned substitutes in the way of shrimps, sardines and other sea food, but for pure epicurean enjoyment you want nothing less than fresh fish. We have them every day and they offer superior advantages for a change of diet.

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More fish in the sea. We have a supply of the best fish all the time. There are always more fish in the sea, and we feel that closeness either in variety or quality is a bad thing. Whatever you want will be easily supplied you. Let us know your favorites.

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The central question. You get tired of meats in the spring, and besides, meats are expensive. You'll have variety, economy and pleasure if you use good fish. Fresh always, and delivered promptly. No danger of disappointment when you send your order here.

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You'll find the fish here that suits you. It will be fresh and will give you pleasure in its cooking and eating. We assure you of one thing—it will be less expensive than meats. We'll save you cash and give you pleasure. A wholesome meal and an economical one.

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A good sign. When you see well satisfied people come from our market you may be sure we supply that which is pleasing. You can have the best and save money here. There's no doubt of the worth of fish as a summer diet and there's certain satisfaction in the ones we sell.

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Really fine eating. This hot weather you wonder what to get for dinner. We'd suggest a fish for several reasons. They cost less, they are dainty eating, they are beneficial, they tempt sluggish appetites, they are easy to cook. We bring them to you clean and wholesome. Cost less than any meat you can buy.



In the sea. Sea, land, air and fresh fastnesses contribute to man's comfort and demands for the new and best. There may be many fish in the seas as good as these, but there are none better.

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Fresh caught. Let us send you a mess of the unusually fine pickerel or white fish we have just received—fresh caught and delicious. Salmon, halibut, smelts, black bass and perch, too—all fine and fresh.

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Gold fish. You can delight the children by sending home one of our globes of gold fish. Hung in the sunlight they are ornaments to any house. Teach the little ones to be observing of nature's treasures.

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If you like, you can fish, but if you want fish for your table it is better to buy them where we make a specialty of furnishing the best. You ought to see how much excellence you'll get in an order of fish we sell.

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A fisher's delight. A good fisherman is satisfied with his sport and the fish is a secondary consideration. Our idea of fish is to supply that which is first class—that is fresh and firm. We want your fish order every day.

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Lobsters fresh today. The lobster is fast widening the number of his admirers as an article of food, and we have procured some extra fine specimens for our trade. Order a couple and have a nice lobster salad for a change.

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Caught yesterday, cooked today, is a short fish story, but a true one of the fish we sell you. Wholesome and nutritious. We keep them fresh and clean and sweet. Any day of the week you like. Phone your order and see us hurry.

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A delight to get oysters, served as we serve them on the half shell, is a luxury, but the best to be had. Not expensive, the best to be had. We buy the best in shells and serve them in shells, and serve them in a way to get your approval.

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The kind you like. If it's oysters you want—good, fat, nice fresh oysters, with extra care in selecting, we want to have your order. They're the kind it pays to buy. All our patrons say our fish market is run the right way. We'd like to have your order.

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The coming of the count. The royalty of oysterdom is coming our way day after day—the big, luscious New York Counts. Never were better flavored, plumper, more delicious oysters. Send your order for as many or as few as you can use, and learn how good oysters can be.

How will you have your oysters? Prepare them in any way you prefer—only let us furnish the oysters. In cans or bulk, or in the shell—the best oysters from the most famous beds.

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Merely a joke. It's merely a joke that you can't get the finest of fish any season here. We offer you a pleasing variety for your menu, both of fresh and salt water fish. If you like fish, just be sure you get ours.

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Well met. If you want the best of oysters, you should let us serve you. We offer the selected from the most desirable fields. We watch the market and watch our stock. The oysters are always fresh and pleasing.

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A patient fisherman may not be able to catch all the fish he wants, but he has the satisfaction of fishing. It matters little whether you catch fish or not, we furnish what you require. No danger of disappointment, no lack of satisfaction.

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Fresh from the water. Here are fish that are fresh enough to be very good. Good enough to suit any palate, and cheap enough to be very pleasing to the frugal housewife. Really the best thing for food in hot weather. Fresh or salt fish at low cost.

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Are you patient? You need not wait and worry about results when you come here fishing. We are prepared to give you excellent fish without delay. Cleaned and delivered. No work to prepare it, no worry about getting it. No concern about its quality.

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Fish. In claiming superiority for the fresh fish we handle it is purely a matter of knowledge of what is good and what is not. We have known fish so long and been so anxious to know the best that we have provided the most delicate fish at the most reasonable price. We want you to let us substantiate our claim of excellence.

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**N**EWSPAPER advertising is advertising of the quick action variety. That is one of the strongest arguments in its favor. It is possible to present to the paper's readers full information about wares and opportunities just at the time when they will be most effective. The agony of waiting for results is not long drawn out. The paper is published to-day, to-morrow, Saturday or some other particular date and the advertiser knows to a certainty just when the heaven will begin to work, just when he may figure on increased business. There is hardly any other method of advertising that can be depended upon to accomplish results at a stated time.



**T**HE booklet, or its equivalent, the folder, has a place in advertising that can not be taken by anything else.

In the first place, it is seasonable. This applies to all times of the year, all lines of business and all classes of campaigns.

The booklet may be either the principal piece of advertising matter, or it may be one of a set, or "battery" of ads. It may be used as a follow-up for newspaper advertisements, or it may be used as the prime and sole solicitor.

This is possible because of its usual convenient size, its attractiveness, its logical length of argument. The display ad must contain the "meat" of the thought to be conveyed to the consumer; the booklet may comprise a variety of statements, all having a bearing on the subject.

The booklet may also be exact, if precision is required. Generally it contains an article that has something to say about the class of business to which the booklet pertains, with special mention of the subject at hand. Thus, where the folder or booklet is supposed to be a direct argument on some steel tempering compound, it must have something to say about the cutting power of tools.

In other words, the booklet must carry its argument through comparison or contrast—possibly both.

There are no set rules for preparing a booklet, although a number of suggestions might not be amiss. Perhaps the first requisite is continuity of thought. Don't let your composition ramble. Avoid that dull, heavy, essay style. It tires. Remember that "the economy of attention" is at least an art, if not a science, and that you must drive your arguments home if they are to count.

Many persons can write; few can compile. Begin at the "front end," and be sure that the finale of your tale is on the last page.

Don't "spar for an opening." Keep away from the driftwood of a preface. Begin to talk from the time your pen dips into the ink well.

Remember that you are trying to sell goods or services. Be lively, but not gay. Don't give way to levity. Suppress your jokes—unless, as in some instances, you are reaching for that class of trade. But it is seldom that you will have need of anything "funny." Get a reputation that advertises you as a dispenser of something well worth its price. That is much more profitable than carrying vaudeville acts into advertising.

If you have need of cuts, use them. Half-tone illustrations are usually acceptable—if they are new; but bear in mind that an old cut, or a cut poorly printed, will do more harm than good.

Have the cover attractive. Always remember that the very appearance of a thing is very important. This applies to articles as well as to advertising. A manufacturer of coin operating machines said to me recently: "Fully half of our success lies in having attractive devices." The "gorgeous street pageant" of the circus is the "front cover" of its advertising matter. It creates a thirst—or hunger—or appetite of some kind—for the show that such a grand display must presage.

Have your booklet well printed. You need not spend a fortune on the job. Gauge it according to what you sell. If you have need of only 500 or 1,000 booklets, and if each customer brings you a large sum of money in net profit, you can afford to expend much more on the booklet that advertises your proposition than if you were obliged to mail 50,000 copies in order to secure a less volume of business.

A booklet that will fit snugly in a 6½ or 6¾-inch envelope is usually the "accepted size," unless the cuts must be larger.



Except in unusual propositions, avoid over an eight or twelve-page booklet. Draw a distinction between a prospectus and a booklet.

Divide your reading matter into suitable heads that serve as an index to your story.

If your booklet is to carry the weight of your argument, compile it with that end in view; if it is but a part of your advertising matter, be sure that it fills its place.

A booklet has "functions" just as the liver or heart or nerves. If the booklet does not fill its office, it will do little toward bringing business. Some houses err in not observing this fact. Let us resort to illustration:

The managers of a firm decide to prepare a booklet to work up spring trade. Considerable money is spent for cuts; excellent paper is purchased; grammatical construction is as nearly faultless as it is apt to be in advertising matter; the press-work is first-class; the booklet is stitched properly; the envelopes are addressed with care; in a word, the job is one of the highest order—but, it doesn't bring business. The firm immediately condemns the booklet.

The case requires diagnosing. The booklet is incomplete. It does not tell the story in logical order. The strong points are passed over lightly and a few minor things are held in the limelight. If other booklets were to follow, giving other features, the results would be satisfactory. As it is, the booklet may be as dainty and as "catchy" as anything one could compile and still be poor advertising.

Where the booklet is to be the principal feature of your advertising campaign, tell all about your proposition in terms that go "right to the heart." Where the booklet is only one of a series of follow-up battery, dwell on some one strong feature.

Where your booklet has a general mission, give it thorough distribution among the class of people you hope to interest. If you are proprietor or manager of a grocery, dry goods or general store, get your argument before as many persons in your town or locality as you can conveniently reach.

Use the mail; put a booklet in packages leaving your store; give your booklets general distribution.

There has never been a booklet so good that it did not finally outlive its usefulness.

Get up something new now and then. Tell the same story, if you have nothing else to tell, but work in new arguments.

Perhaps there will be times when you can not trace any direct results to your booklet. But, kept up, it will finally bring you business. When you send a letter, it must do its work in a hurry or not at all. When you mail a booklet, it is an even chance between the waste basket and the pigeonhole. If it takes the latter course, it will be seen again sometime. It has made an impression—and that is important.

The booklet acts in a manner analogous to the circulation of the blood. It is going out after "new tissue." Where there has been a wasting away of trade in some particular quarter the booklet tends to build it to its former proportions—and beyond. If the booklet you send out is really a business bringer it will act as an anti-toxin, destroying the arguments and pulling qualities of other booklets in the same field.

I can cite instances where booklets have done all the work of advertising, supplanted, perhaps, with a few letters.

I believe that one of the mistakes of business houses is that they think a booklet is "literature" and that it should endure.



Literature is supposed to have classic value ; advertising at its best is ephemeral.

The safest thing to do is to print only the number you will require for the purpose at hand. Cover your lists, and then be sure that you are out of booklets.

It will be as cheap to get up something new as to have a reprint of the old—and it will be much more profitable.

A series of booklets should contain something educational. I have in mind stock-selling campaigns, where one booklet would explain something about the volume of money in the United States, showing how much the bank deposits amount to (usually nearly five times the amount of money in existence), and then explaining how necessary it is to keep money active. Then the question of mortgages would be taken up and explained; later, bonds would be analyzed, and finally real estate, industrials, or other lines would be compared.

Even where this class of advertising falls into alien hands it elicits praise. It argues—but does not condemn.

A second booklet in the series would tell about what money has done in different lines. This booklet would deal with distinct cases, rather than in the abstract, as the first one. A third would take up the matter of savings accounts and the "stormy day" period, and then bring about a parallel in favor of the case at hand.

Where a number of booklets are used in follow-up order they can afford to be educational. It is attacking the purse strings through allopathic doses.

If the revivalist does not get his converts in a hurry he doesn't get them at all. In other words, where the business is such as to demand immediate action at the expense of the future, the

advertising campaign must be short and strenuous—and it must be aimed at the susceptible.

It rarely pays to attempt to shatter former opinions. The shock is too great. That is, if you are introducing something new that is contrary to the general preconceived ideas, don't try to force people into your way of thinking. "Absorption" is much more satisfactory. And, where the latter method is adopted, the follow-up series of booklets is desirable. Where some staple line is offered the complete booklet, dependent upon no other piece of advertising, will usually produce excellent results.

Just as pleasing sentences are compared not only of the bare, lean subject, predicate and complement, but of the modifiers also, the follow-up advertising is constructed so that each piece of advertising matter bears some relation to all other pieces of the series.

Another instance where the individual booklet is to be used is where some offer is made, with a time limit. The booklet is designed then to do the work at once or not at all. Where special sales are being made a booklet on that one proposition will generally do the business, because the time limit is specified throughout the wording.

Back of every piece of advertising matter you mail must be knowledge of "human nature," or you lose.

This does not apply only to the preparation of the booklet, but it also covers the plan.

Because a special sale of goods will warrant a campaign of short duration, and because that campaign is successful, don't imagine that some line that is subject to seasons will stand the pressing that will be of value to the short-time operation.

No matter how cleverly compiled a booklet may be, it can not force the seasons. It can assist



in taking advantage of them; it can prepare for them during the year, but it can not "make" them.

There are some things that are wanted at all times of the year. Under this head may be classified dentistry, remedies, food, stationery, shoes, etc. Clothing is partly governed by seasons; this because of the change of "styles." In the shoe business the manufacturer and the jobber have to wait for seasons; the retailer buys in bulk lots, and sells all year.

Christmas goods, Easter goods, Fourth-of-July decorations and fireworks represent the radical types of goods that can not be sold at all seasons of the year. Fishing tackle and hunting outfits have their seasons; millinery is subject to seasons; furniture is more or less dependent upon periods of active trade, although there is a demand for furniture the entire year. Tombstones are sold mostly in the spring or summer, because they can not be set well when frost is in the ground. This, however, is governed largely by climatic conditions. Goods that go to farmers sell better after harvest than before, and the volume of the harvest governs the volume of trade with farm folks.

And so we might go on, taking agricultural implements, machinery, glass, etc., but the point is made. The booklet can do good work only when there is a market for what you have to sell. At all other times the booklet and all your other advertising matter must be "preliminary."

I conduct a continuous advertising campaign for an Eastern man who makes "imitation art glass." It is a paper, specially prepared, and printed in excellent duplicate of famous windows—or in designs to meet the requirements of different uses.

It is impossible to send a booklet that is designed for saloon-keepers to church officials.

It is unwise to send to the painters and decorators what goes to the housewives. It is by no means diplomatic to tell the jobber what the retailer in this class of goods is told.

This is an instance where we have one subject treated in a variety of manners.

What is first-class advertising for one group of prospective patrons acts in an opposite manner on others. Don't try to make one booklet do if more are needed. Maybe you have found the booklet valueless because you did not recognize its limitations. The argument is the life of the booklet, and what is an excellent argument in one direction is suicidal in another.

Suppose your business consists of both buying and selling, would you act wisely to tell the same story to the person who wishes to buy that you would tell to him who wishes to sell?

Classify your booklets. Then you will experience profit-bringing results.

There is a place for the booklet—but out of its place it can do no more than a lecturer in a cigar factory, or a physician in a saw mill.

The successful advertiser is guided by the experience of others as well as by his own.

Let him keep before him the fact that even the best booklet in the world can not reach all the people, and in all ways. Don't confine yourself to booklet advertising. Keep your eyes trained on the publication. Remember that a little advertising of that nature will keep you and your proposition before the people without effort or worry on your part.

Use—but do not abuse—the booklet.

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The most beautiful and striking ad in appearance will prove valueless unless it conveys a sensible idea.



A NEWSPAPER man who has advertising to sell, complains of the way that the newspapers of an entire state have been victimized. He says that in past years the state fair has bought space in the papers. This year they sent out several columns of write-up matter with a letter saying that paid advertising would be sent later. Later on the fair association got out two columns of plate each week and sent it gratis to all the papers in the state. Most of the papers bit, and to save plate which cost them ten to twenty cents a column they ran the state fair plate gratis, giving the fair column after column of the best kind of advertising matter free. Though the fair is over, no cash advertising has shown up yet. Most newspapers never weary in warning farmers against gold brick men, lightning rod agents and patent right sharks. This is a case where one might truthfully remark, "Physician, heal thyself."

Pretty good isn't good enough in advertising. It must be good or, better yet, it should be the best.

How much influence has your wife in the matter of purchases for herself, for you, your children and the household? A vast amount, you will admit. Likely she comes near to being "the whole thing." Your case is not an exception. Keep your advertising in the line that will most appeal to the women.

Inquisitiveness begets investigation. Why not get the public guessing so that they will investigate what you have to offer?

There are few people who are better advertisers than the Californians; they seem to have a penchant for doing things right even if it does cost a little more. California fruit has been advertised for several years and some of the best advertising is the samples that are given away. At the Paris Exposition the Californians kept fresh fruit in abundance always at their exhibit and many people were convinced of the excellence of California's product more through the proof of positive excellence of the sample of fruit than they would have been in pages of doubtful reading matter. To keep this fresh fruit always on hand it was necessary to ship a car load a week to Paris. Such an undertaking would have, because of the expense, convinced most people that it would not pay, but the Californians knew better and they raised the money for the fruit and the carrying charges cheerfully. As a consequence thousands upon thousands of people have been made acquainted with the excellence of California's products. Wisely the people who had the matter in charge were satisfied to send only the best and once a week at the exposition all fruit that had been there a week was given away to the poor. This kept all fruit fresh and convincingly attractive to the palate. At our own Buffalo Exposition you will find that the sample of fruit which is given you will be dependable

for one thing at least—it will be fresh. The gift is not made to get rid of a lot of dead stock in some fruit warehouse but to win the approval and the patronage of the recipient of the sample. You will find that you cannot buy at the store such excellent California fruit, either fresh or preserved, as you are given. The reason is that the ordinary dealer takes less care to maintain the high quality and freshness of his stock than the people who grow it and sell it to the dealer. If a business man were to give the same exacting attention to the quality of his stock that the generous and shrewd Californian does to the sample which he gives away he would find that advertising paid and that his trade would be almost limitless. That old advertising adage is particularly pertinent in this adage: "Price figures, but quality counts."

A little better paper, a little better ink and a little better work may make a little higher bill, but will insure a great deal better results.

There is a great deal of satisfaction in the knowledge that your ad is right even though the results are not what you had expected at the time. A good ad will bring results long after you have forgotten it.

Let the dictionary alone in writing advertisements unless it is for the purpose of looking up the spelling of a word. Don't look for words and meanings. Use the words you know and are sure of yourself. Your advertising then isn't likely to shoot over the heads of your readers. It will be so plain all can understand it.

An ad will be successful in the ratio of its truthfulness. People pay attention to ads filled with facts and shun those stuffed with fancies.

Goods in your store are assets that have not matured. Few men can get sufficient pleasure out of mere possession to justify holding goods longer than they can be disposed of. A liability or an obligation is a liability or an obligation whether it has matured or not, because the future date of maturity in no way affects the possible outcome. The liability is always a liability. Goods in a store depreciate in value and there are a hundred contingencies that may arise that will affect their worth. Good policy it is therefore to get them out of the store, get the money for them, and make them genuine cash assets as soon as possible. It is advertising that will bring this about quicker and with more certainty than anything else.

If you make an error in an ad in price, description or any other particular, don't let it go at that, and imagine it will make no difference. An error in an ad ought to be corrected the same as an error in the news columns of a newspaper. If it isn't, it is a possible libel on the advertiser. For his own good



it ought to be corrected. If you make an error in to-day's ad correct it with an accurate, plain statement in to-morrow's ad. Aside from mere reasons of accuracy the correction of an error carries with it to the reader a certain argument that raises in his estimation the character and standing of the advertiser. That much more effective, therefore, is anything to him that the advertiser may say.

Blotter advertising is good advertising. While it absorbs ink it absorbs the attention of the user. To prove most effective the blotter should be catchy in wording and attractive in design.

A fly would make a good advertiser because, while he buzzes around a good deal, when he alights on a paper with pull to it, he sticks to it and gives it his undivided attention.

The quarryman is extremely careful about placing his charge of powder. Every feature has exacting care to insure results. This exacting attention on the part of the quarryman could be emulated by the advertiser. Prepare the matter properly, it is your powder. Place the charge carefully and the results are assured.

The ad writer's knowledge of other people's business must necessarily be very extensive.

You must have full confidence in your own ability to make a success of advertising.

What others have done you can do, but it is better to do it first and let the other fellow follow.

Borrowed money is hard to pay. Next time you are in need of funds instead of going to the bank and paying a good round sum in discounts, make a liberal investment in a quick sale advertisement. Go into it heartily and turn your goods into money. No old scores, then, to worry over in 60 or 90 days.

Talk to your audience through your ad as your most trusted clerk would talk to them in the store. His persuasive powers entitle him to your confidence and the same methods and arguments used in your space would bring equally good results.

You sometimes do something, don't you, just for the good of your town—just to show you are liberal, progressive, and that you are one of a lot of energetic fellows that keep things on the jump in your municipality? You can't do it any better than to be one among many advertisers represented in your town and city newspapers. This isn't the argument live newspaper solicitors give you. They know they have many better ones. They hardly consider it an argument at all, but it's a phase of the subject that need not be lost sight of entirely nevertheless.

Advertising is like mining. You can't get rich by taking one whack at it. The profit has to be dug out just as much as it does in a mine. It takes continual, regular work.

The best possible argument in favor of advertising as a profitable proposition is the fact that the firms in any community that are doing the largest business are the ones that are the largest advertisers. If there are exceptions they only indicate they are barely scratching a soil that, with real cultivation, might be made to yield tenfold what it does now.

Don't do things by half. If your announcement is worth a full page, take it and see that the matter is worth the space.

The excellence of the cover designs of magazines and books is an indication of the importance credited to appearance in promoting sales. This should make a strong argument to every advertiser, no matter what medium he employs. Appearance is a vital point which is often not fully appreciated.

A minister who defends church advertising maintains that the churches were among the first advertisers because they put bells upon their buildings to be rung and advertise to the people that they were about to hold services. Those who were interested in the service would know what time it would be held and therefore the use of the bell was superfluous, but they wanted it to advertise the fact to the people who did not have sufficient interest to know and to others who might forget.

Keep out of bad company personally and keep out of bad company in your advertising.

Don't promise more than you can easily fulfil. It is a great deal better to do more than you promise than to do less.

An investment in stocks is considered good if it brings you six per cent. It's a poor ad which does not bring you your money back and six per cent beside.

It is the attractive ad that catches the eye. It is the interesting ad that holds it. These two facts should be kept uppermost in the mind of the advertiser. Make your advertising both attractive and interesting.

It is better to try an original scheme rather than old one, even if the old scheme has proven a winner.

It does not pay to tamper with quality. While a cheap price may advertise you for a while, the cheap quality that goes with it makes your reputation for the future.

In newspaper advertising let the facts be the gem brought out to the best advantage by careful setting.

A well-written advertisement isn't a good ad until it is well set and well printed. It's a good idea to send a draft of your ad along with the copy to the printer. Or, better still, when you find an attractive ad plan one like it and send the clipping along to the printer. If he's the right sort of a printer he'll be willing to be assisted.

Be first in scheme advertising; don't follow. It is better to originate a fair little scheme than it is to follow up a big scheme



somebody else has operated successfully. This is a wideawake time and in nothing is originality more appreciated than in advertising.

Big words, long sentences, only befuddle the reader. Nowhere are simple words, short sentences, plain statements so necessary as in advertising matter.

All the silvery verbiage that can be squeezed into a newspaper page will not convince people that your stocks are the biggest, your store the largest and your prices the lowest, unless these are actual facts. If you could convince all the people in your reach of these facts, your business would not be benefitted much. What people want to find in ads, and what will bring best results, is exactly what you can sell for a certain price.

Study the typographical appearance of each publication while preparing your ad for it. In some way make your ad show up good and strong above all the other advertisers. Especially should you strive for a bolder showing than your competitors obtain.

Do not use a publication for advertising purposes because it is cheap, unless you believe your ad should be in it, no matter what the price.

Make all parts of your advertising scheme bear together, as the wheels of a clock, and you'll make a stronger impression and get better results.

If you would win permanent success keep your ads fully within the bounds of reason.

The ad-writer whose ability is based upon pure artistic talent does not have to enlarge his office space as frequently as the ad-writer who possesses a mixture of artistic talent, business ideas and horse sense.

Advertising is an expense if it is improperly done or done in a haphazard manner. It is merely an investment if it is properly done. The difference between expense and investment is what fortunes are built upon.

Count all money spent in advertising lost, if you stop. Continuing from day to day is the only way to get fullest returns from money already invested, and thus attain the greatest measure of success.

The advertising men holding the most responsible positions give an audience to all callers with as little delay as possible. Good advertising men manage to gain some valuable information from nearly every caller.

If you can find a way to talk directly to the very people who are probable purchasers of your goods, without wasting money on the thousands who cannot be interested, that is the way you should advertise.

Advertising is like seed. Nothing will come of it unless it is properly planted, and nothing will come of it unless it is nurtured and cultivated until it reaches its full development.

Constant invention is absolutely necessary in good advertising—something new every day.

In your advertising educate the public up to insisting on getting what it calls for. Such advertising will kill the substitution evil some day.

The name of the article for sale, the price at which it is sold and the address where it is sold, should be the prominent points of every ad.

Common sense counts everywhere, but nowhere more than in the writing of advertising.

The morning and evening newspapers are constantly at war in a discussion over whether the morning or evening paper is most effective as an advertising medium. It always seems a good deal like a discussion as to whether breakfast or supper is most necessary for one's existence.

If writers of advertising; especially department store advertising, would discontinue the high-flown style of writing and settle down to facts, clearly stated, returns would be more satisfactory.

Distinctiveness is the very best sort of advertising. Strive to use a distinctive style of writing, type, border and cuts.

Never lead people to expect more than they'll get when they respond to your advertisement.

If it costs you \$10 for advertising space it ought to be worth an hour of your time to see that the investment pays you at least a reasonable amount of interest. It's as much the preparation of the matter as the selection of the space which counts.

It isn't always the size of a circulation that pulls—it's the quality. A paper that goes into the home and is read around the evening lamp is worth many times as much as the paper taken at the office or read on the street car.

A good illustration is a great puller in any advertisement. It first attracts the attention and then helps to talk.

The advertisement which says the most—in the least number of words—is the best.

Have something to say and say it in a way that will leave no doubt as to your sincerity. The man who rushes to the door and yells fire leaves little doubt as to his being in earnest and gets results. Were he to step forward with a smile and deliver a rambling lecture on smoke and fire, and wind up by saying he believed his store was on fire it is doubtful if he would awake much enthusiasm or get credit for having an overly abundant amount of good common sense. Talk right out from the shoulder, be brief and mean it.



It is better to mail some kinds of advertising to a business man's residence than to his place of business if the article advertised is not directly connected with his business course.

The gift of a globe and several gold fish is an advertising novelty which stays in the home.

While there has been much discussion as to whether church advertising is proper, there has been no question as to its efficiency in this or any other line.

Unless you are bent on wasting money, don't play with advertising. It is a serious matter and may make or mar your ultimate success. It should receive the best attention you are capable of giving it.

If the other fellow gets out an ordinary bit of printing, put a little more money into yours and get the best you can. The few extra dollars will pay you.

Prosperity is a development from a combination of business ability and advertising.

Every day should be a busy day with the man who prepares the advertisement in order to prevent any day being a dull day with a man who sells the goods.

The man who knows how to put good ideas into advertising space will not regret the amount of money he is spending because his expenditure will be justified by the returns.

Advertising pays better to-day than it ever did providing it is honest advertising. No man can afford to do any other kind.

You can't advertise business too much because the more you advertise it the greater are the possibilities for further advertising.

To-morrow's business will be better if today's advertising is better than the advertising in the past.

The way to succeed is to tell the people what you have to sell, why you want to sell it and why it will profit them to buy it.

All business is worth advertising if it is worth running at all. It is better to study to find out what points can be pushed to the best advantage and having decided this matter, push them to the strongest possible extent.

The man who can make advertising pay can make a little more advertising pay better. The man who cannot make advertising pay should study the defects in what he is doing and plan to make results better in what he proposes doing.

An advertisement today may prevent business depression tomorrow. If well prepared it will bring to the merchant the value he covets and the business which will make him happy.

It's not the longest ad that knocks the most persimmons.

Advertising is a mere prelude to wealth. First have something to advertise and advertise it judiciously.

The newspaper is the pulse of a community; you can feel that pulse through the advertising columns of the paper.



Don't be afraid to advertise freely because the store front is not the most attractive. If you have what the people want and they find it out they will find you. The quickest way is to tell them in a paper they all read.

A distinctive color of wrapping paper, even though it has no printing on it, is good advertising.

Advertising is the food upon which a business grows.

It's naturally the ad that's read which casts a ruddy glow of health to any business.

Advertising loses much of its value unless the salespeople handling the advertised goods are kept thoroughly posted regarding what has been advertised.

The masterly knowledge of the advertising business which is necessary to carry on a successful advertising campaign comes from long, painstaking, practical experience, and not from a \$25 course in an ad-writing school.

Study to attract immediate attention by your advertising, and then meet the expectation excited fairly and squarely, and you'll get your full share of the business in your locality.

The most powerful weapons in business are pen, ink and paper. With these you can conquer. The problem is as to how best they can be used. They are a veritable gold mine, but they have to be developed before producing wealth.

The man who doesn't believe in advertising is often the most anxious to have the newspapers correct any slight misstatement or inaccuracy that may have appeared about him.

If your appropriation is ample you can use all mediums, but if you must pick and choose get the best.

The man who tries to be funny in his advertising will no doubt create a laugh, but he should beware that it is not at his own expense.

A merchant who had two stores in small villages tried an experiment. He put a bargain counter in each store containing the same articles at exactly the same price. In the newspaper of one village he advertised his special counter. In the other village he did not advertise, and sold goods amounting to \$984. In the store in the village where he did advertise he sold goods amounting to \$1,723. In commenting on the result of his experiment that merchant says: "People who got the advertisement would pass by one of my stores and drive miles to the other."

A neat, accurate map of your own town or county makes one of the best advertising novelties that can be put out by the retailer, providing it can be procured at moderate prices.

Make your advertisements the eyes through which the reader sees your goods. Accurate, interesting descriptions and clever illustrations will do it.